

Submit an Event – Public Submission

Anyone with a valid UT Southwestern ID can submit an event. The submissions will be subject to approval by a Localist event admin.

1. Use the [Submit an Event](#) button on the home page to get started.
2. Log in using your UT Southwestern ID and password.

First Fields

3. **Event Name:** Required. Use a descriptive name for your event. If the event is a seminar or conference, use the topic name.
4. **Description:** This is the body where the event details can be listed. A portion of the first paragraph will be used as a teaser text in some listings, so try to keep it concise. See the section of on [Event Styles and Standards](#) for examples.

Schedule

5. **Start Date:** Required.
6. **Start Time:** An all-day event is assumed if no time is entered.
7. **End Time:** If a Start Time is entered, an end time should also be entered.

NOTE: After the initial date has been entered, it is possible to add additional dates using the **Add Above to Schedule** button. This option makes it possible to customize the dates for a recurring event. **The Name and Description will be the same for each occurrence.**

Location

8. **Place:** UT Southwestern locations have been preloaded. Start typing to initiate a search of the locations. Select one from the list.

NOTE: If the place you need is not on the list, contact web@utsouthwestern.edu to have a new location added.

9. **Room:** Enter a specific room ID if available.
10. **Address:** Addresses have been preloaded with each Place.

Photo

11. **Event Photo:** If the pre-populated library of images is not satisfactory, drop or upload a photo for your event. The preferred size is 200 x 200 px.

Filters

12. **Event Type:** Select an appropriate type. **Select only one except when the event is also offered for CME credit.**
13. **Audience:** Multiple selections are possible.
14. **Departments/Divisions:** Multiple selections are possible.
15. **Centers/Institutes:** Multiple selections are possible.
16. **Group:** Multiple selections are possible.

Finish

17. Select the **Add Event** button to complete your submission.

Event Styles and Standards

To maintain consistency throughout the Localist experience, we will need to adhere to a uniform style for each event created. Part of that uniformity includes full and complete details for an event along with any necessary contact information.

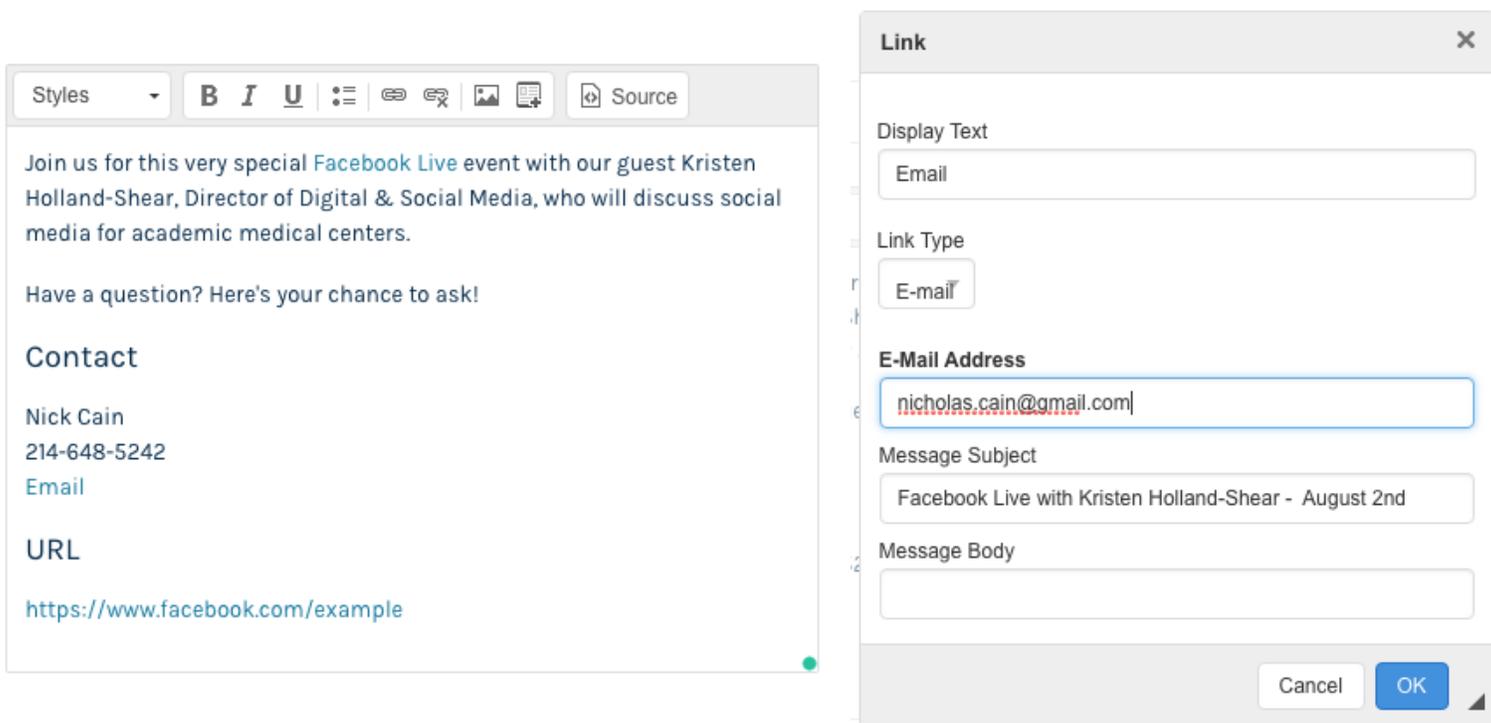
Write for the web

Ensure that your events are descriptive, conversational, professional, and reader-friendly. Avoid using short-hand vague language for your events. See the example below.

Using *Bigger* and *Biggest* as subsection headers

Clicking the *Styles* dropdown menu will allow you to access *Bigger* and *Biggest* block styles. We will use these options with similar treatment to H2 and H1 headers within our UTSW web properties respectively. Select *Bigger* to format subsection headers similar to H2 on a web page. Subsections include:

- **Contact** – List contact name, number, and the word "Email" (if available) linked to an email address with the [message title](#) reflective of the event title and date. See example below.
- **Logistics** – List any logistical information pertaining to the event such as parking, rendezvous points, etc.
- **Moderators** – If the event includes moderators, list them in a section denoted accordingly.



The image shows a rich text editor interface on the left and a 'Link' dialog box on the right. The editor contains a paragraph about a Facebook Live event, followed by a 'Contact' subsection with the name 'Nick Cain', phone number '214-648-5242', and a blue 'Email' link. Below that is a 'URL' subsection with a blue link to 'https://www.facebook.com/example'. The 'Link' dialog box is open, showing fields for 'Display Text' (containing 'Email'), 'Link Type' (set to 'E-mail'), 'E-Mail Address' (containing 'nicholas.cain@gmail.com'), 'Message Subject' (containing 'Facebook Live with Kristen Holland-Shear - August 2nd'), and 'Message Body' (empty). 'Cancel' and 'OK' buttons are at the bottom right of the dialog.

There will certainly be other details not covered by this example but this is an idea of how to divide and present our content sensibly.

Add Appropriate Email Subject Lines

When linking an email for a contact within an event, always include as the Message Subject the event title from which the email is coming along with the date of the event. To maintain organization for our users and the event contact, including the title and date of the event in the message subject is important. See the example above.

Always link appropriate profiles

If your content includes a speaker, moderator, or organizer from UTSW, be sure to include a link to their profile. As a reminder, when we link profiles, we omit the *last-first.html* portion of the link to avoid any File Not Found errors if that particular person has changed their name. An example of a properly linked profile will look like this:

<https://profiles.utsouthwestern.edu/profile/11902/>

Hashtags

Similar to the format you notice on social media sites such Twitter and Instagram, hashtags must be one string of alphanumeric characters not separated by characters such as !, \$, %, ^, &, *, +, . Additionally, don't separate words by spaces. Underscores, letters and numbers are the only supported characters across the most popular social media channels.

Keywords

Keywords provide a more comprehensive search experience for our users. When adding an event, be sure to include an accurate, robust range of keywords relevant to the event.

Choose an appropriate, consistent photo

We have provided a first-phase assortment of stock photos based on event types. The look and feel of the calendar, along with the intuition of navigation, are dependent on maintaining a consistent style approach. Some of the stock images we have available are Graduation, Lecture, Match Day, and Team Meetings. You are encouraged to use the stock images within the Localist library for your particular event type. Images pertaining to the particular event are encouraged to be used within the event content area.